

Message Text

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21

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 /017 W
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R 100305Z AUG 76
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 1459

UNCLAS TOKYO 11974

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: TC MARKET PROMOTION CONTRACT

1. OF SIX COMPANIES INVITED TO BID, ONE DECLINED. BIDS AS
FOLLOWS - 13-MONTH/8-EXHIBITION TOTAL (Y300 EQUALS \$1.00):

	BURSON-MARSTELLER/ FUJI	HAKUHODO
13-MONTH RETAINER	Y7,800,000	Y3,9049".
	(\$26,000.00)	(\$13,000)
EXHIBITION SUPPORT	Y16,800,000	Y17,628,000
AND SERVICES	(\$56,000)	(\$58,760)
REIMBURSABLES	Y13,636,000	Y13,075,600
	(\$45,453.33)	(43,585.33)
TOTAL	Y38,236,000	Y34,603,600
	(\$127,453.33)	(\$115,345.33)

	MARCOM	NIHON AIDMA	PR SERVICES
13-MONTH	Y3,900,000	Y2,600,000	Y3,900,000
RETAINER	(\$13,000.00)	(\$8,666.67)	(\$13,000.00)
EXHIBITION	Y12,610,000	Y9,760,000	Y12,783,333
SUPPORT AND	(\$42,033.34)	(\$32,533.33)	(\$42,611.11)
REIMBURSABLES	Y12,082,000	Y12,157,400	Y13,613,400
	(\$40,273.33)	(\$40,524.66)	(\$45,378.00)
TOTAL	Y28,592,000	Y24,517,400	Y30,296,733
	(\$95,306.67)	(\$81,724.66)	(\$100,989.11)

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2. TC DOES NOT RECOMMEND ACCEPTABLE NIHON AIDMA BID DUE

WEAK PROPOSAL, UNACCEPTABLE PERSONNEL, POOR ENGLISH LANGUAGE CAPABILITY, AND WHAT TC FEELS TO BE LACK OF UNDERSTANDING OF SPECIFICATIONS. TC DOES NOT RECOMMEND PR SERVICES BID AS COMPANY LACKS DEPTH TO PROVIDE FULL SERVICES/PERSONNEL NECESSARY, LACK OF INDUSTRIAL EXPERTISE. ALTHOUGH BM/F REDUCED BID BY \$20,000 SINCE MAILING OIM COPIES OF PROPOSALS AND HS COMPETENT PERSONNEL, TC DOES NOT FEEL THIS COMPANY SHOULD BE AWARDED CONTRACT AS IT IS HIGHEST BID.

3. BOTH HAKUHODO AND MARCOM SUBMITTED GOOD PROPOSALS: BOTH FIRMS HAVE GOOD UNDERSTANDING TC REQUIREMENTS, EXCELLENT DEPTH, COMPANY STAFFING, AND FACILITIES. HAKUHODO TEAM WOULD CONSIST OF ALL, REPEAT ALL, NEW PERSONNEL UNDER GENERAL SUPERVISION OF FORMER SENIOR ACCOUNT EXECUTIVE TSUIJI. MARCOM HAS HIRED FORMER ACCOUNT EXECUTIVE HEMUKI TO SUPERVISE LIST BUILDING AND PRESS ACTIVITIES PUTTING BOTH FIRMS ON EQUAL FOOTING RE EXPERIENCE. MARCM HOWEVER, SEEMS TO BE MORE GENUINELY INTERESTED IN ACCOUNT THAN HAKUHODO. TCD, DD VISITED ALL BIDDING COMPANY OFFICES WHERE PRESENTATIONS/TOURS WERE CONDUCTED. BETWEEN MARCOM AND HAKUHODO, M4:9.'S PRESENTATION MOST PROFESSIONAL AND COMPLETE. TRADE CENTER THEREFORE RECOMMENDS MARCOM, AS LOWER BIDDER, BE AWARDED MPC CONTRACT.

4. CABLE ACC-
EPTANCE ASAP, INCLUDING COSTS MENTIONED IN
OUR LETTER DATED AUGUST 2, 1976.
SHOESMITH

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Margaret P. Grafeld
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